

Vopy Enters Pakistan, Appoints Muhammad Asim Farooq as Country Head

Swedish fintech Vopy has announced its entry into Pakistan, aiming to strengthen structured cross-border financial flows, support formal remittance channels, and introduce next-generation digital financial infrastructure aligned with national economic priorities.

Pakistan's remittance inflows continue to play a central role in the country's economic stability, contributing over \$38 billion annually and remaining one of the largest sources of foreign exchange. With an expanding global diaspora and a rapidly digitizing domestic economy, the importance of formal, transparent, and technology-enabled cross-border financial systems continues to grow.

In recent years, Pakistan has made significant progress in digitizing financial services, strengthening real-time payment rails, and encouraging the use of regulated channels for international transfers. As cross-border transactions increase among individuals, professionals, and small businesses, the demand for structured and integrated financial infrastructure is entering its next phase of evolution.

Recognizing this opportunity, Vopy focuses on enabling compliant, technology-driven international money movement. The company aims to enhance transparency, accessibility, and operational efficiency by working within the country's regulated financial ecosystem.

Vopy's Pakistan strategy includes developing international cross-border remittance solutions, digital wallet top-ups for the Pakistani diaspora, and corridor-based financial flows built in alignment with regulatory frameworks. The company is currently working with several local financial institutions to enable technical integrations and expects to roll out its first services in Pakistan during the second quarter of 2026.

"Pakistan represents a dynamic and rapidly evolving digital economy," said Sven Hattenhauer, CEO of Vopy. "We see strong alignment between our cross-border infrastructure capabilities and the country's focus on strengthening formal financial channels. Our entry reflects a long-term commitment to building compliant, technology-led financial infrastructure that supports individuals, families, and businesses engaged in international financial activity."

To lead its Pakistani operations, Vopy has appointed Muhammad Asim Farooq as Country Head – Pakistan. Asim brings over 16 years of experience in digital payments and financial services, most recently serving as Director and Head of Platformization at Easypaisa. In his previous position, he was instrumental in scaling one of Pakistan's largest digital wallet ecosystems, driving QR-based merchant payments, and contributing to real-time and cross-border payment initiatives. His experience spans ecosystem development, regulatory engagement, and the implementation of technology-led financial solutions at scale.

"Pakistan is entering a pivotal phase in its digital financial evolution," said Muhammad Asim Farooq. "The next chapter requires strengthening cross-border financial infrastructure in a way that is compliant, transparent, and user-centric. Vopy's approach is aligned with national priorities and focused on building long-term ecosystem value."

As Pakistan continues to expand its digital financial footprint and formalize international inflows, Vopy's entry signals growing global interest in supporting the country's cross-border financial architecture. It also reflects a broader shift towards internationally integrated financial systems, positioning Pakistan as an increasingly important node in the global digital payments ecosystem.

Contact for further information

Sven Hattenhauer, CEO, Vopy AB (publ.)
sven@vopy.com

Muhammad Asim Farooq, Country Head Pakistan, Vopy AB
asim@vopy.com

About Vopy

Vopy is a Swedish fintech company. Vopy's products provide hundreds of millions of people in emerging markets with access to attractive international remittance and investment opportunities. Vopy's customers are banks and digital banks in emerging markets. With Vopy's products, these institutions can offer their customers compelling solutions for near-instant cross-border money transfers and international investments. Vopy's products are delivered as white-label solutions, customized to the client's brand and design, where the client's brand and customer base form the foundation for growth—creating a B2B2C business model.

Our customers can increase their customer loyalty, profitability per user, and competitiveness without major investments. Together with our customers, Vopy is changing the digital payment landscape and giving users an easier everyday financial life.

We are headquartered in Stockholm, with a presence in Pakistan.

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Attachments

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